GOVERNMENT OF INDIA
WOMEN AND CHILD DEVELOPMENT
LOK SABHA

UNSTARRED QUESTION NO:1595
ANSWERED ON:04.03.2016
Beti Bachao Beti Padhao
Bhamre Dr. Subhash Ramrao;Ering Shri Ninong;Maadam Smt. Poonamben Hematbhai

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

Will the Minister of WOMEN AND CHILD DEVELOPMENT be pleased to state:

(a) whether the Government has made any assessment of success of Beti Bachao Beti Padaho Scheme, if so, the details thereof and the outcome thereof;
(b) whether the Government proposes to expand the scheme to more districts in the country and if so, the details thereof;
(c) whether the campaign is made in local language of targeted population and if so, the details thereof;
(d) the strategies/ interventions used to ensure support from civic bodies for the NGOs and CBOs in the implementation of the said scheme;
(e) whether the Government has been able to monitor accountability on the part of civic administration; and
(f) if so, the mechanism with the Government to ensure safety of CSR teams and field workers in and around gender critical districts in all States and UTs?

Answer

MINISTER OF WOMEN AND CHILD DEVELOPMENT
(SHRIMATI MANEKA SANJAY GANDHI)

(a) The overall objective of the Beti Bachao Beti Padhao (BBBP) Scheme is to improve declining Child Sex Ratio in the country and create an enabling environment for the education of girl child and this requires long-term attitudinal change. The Scheme has completed its one year and is at the nascent stage of implementation. It is too early to assess its impact at this stage but the Scheme has been received well. In the last one year, several local innovative interventions have been demonstrated by the districts with support from Department of WCD, Health and Education. This has resulted in increased awareness, sensitization and conscious building around the issue of declining CSR in the public domain.

(b) BBBP Scheme has been extended to additional 61 districts across 11 States (Jammu & Kashmir, Haryana, Punjab, Gujarat, Himachal Pradesh, Madhya Pradesh, Maharashtra, Delhi, Rajasthan, Uttar Pradesh and Uttarakhand) keeping in view the criticality of the issue of declining Child Sex Ratio. The detail of the additional 61 districts under the BBBP Scheme is annexed.

(c) A Nation-wide campaign was launched which includes radio spots/jingles in Hindi and regional languages, television publicity, community engagement through mobile exhibition vans, social media and field publicity. Awareness generation through SMS campaigns, Mailers, Hand-outs, Brochures and other IEC material in English, Hindi and regional languages has been adopted.

(d) The scheme is being implemented through the State Govt./UT Administration. The States/UTs Government may involve local Non Governmental Organizations (NGOs), Community Based Organizations (CBOs), Civil Society Groups, and women's Organizations working on the issue of Gender, Child Sex Ratio, and Education for implementation of the Scheme. Also Village Convergence & Facilitation Service (VCFS) is being implemented in BBBP districts at Gram Panchayat (GP) level to generate awareness regarding various schemes/programmes of the Central/State Government and mobilize the community to create demand and access/avail such services.

(e) & (f): Ministry of Women and Child Development(MWCD) is the nodal Ministry for the implementation and monitoring and line ministries i.e. MoHRD & MoH&FW are responsible for ensuring relevant sectoral inputs for the effective implementation of the scheme. Monitoring is done at various levels viz., National level by a National Task Force headed by Secretary, WCD which provides guidance and support; finalize training content; review state plans and monitor effective implementation. At State level by State Task Force headed by the Chief Secretary and in UTs the Task Force is headed by Administrator to coordinate the Multi-Sectoral implementation of the Scheme.
At the District level, a District/City Task Force led by the District Collector/Deputy Commissioner/CEO Zila Parishad and at the Block level, a Block level Committee is set up under the Sub Divisional Magistrate/Sub Divisional Officer/Block Development Officer to provide support in effective implementation, monitoring and supervision of the Block Action Plan. At the Gram Panchayat/Ward level, the respective Panchayat Samiti/Ward Samiti is responsible for the overall coordination and supervision and at Village level, Village Health Sanitation and Nutrition Committees guides and support village level implementation and monitoring of the plan.
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